

1 Add 2 Cal. Code Regs. Section 18450.4:

2 **18450.4. Contents of Disclosure Statements. Advertisement Disclosure.**

3 Where a “disclosure statement” or “disclosure” is required for an advertisement under  
4 Government Code sections 84503, 84504, 84506 and 84507, the following shall apply to the  
5 committee that authorized and paid for the advertisement:

6 (a) Disclosures required under Government Code sections 84503 and 84506, shall  
7 include the name of the contributor or contributors, pursuant to regulation 18450.5,

8 **{Decision Point 4}**

9 **OPTION 1:** [preceded by the words “major funding provided by”.]

10 **OPTION 2:** [and a statement reporting that the specific contributor or contributors made  
11 contributions of {Decision Point 4a} [\$50,000 or more] [exact amount] to the committee.]

12 (b) The disclosures required by Government Code sections 84503, 84504, 84506,  
13 84507, and 84511 shall be presented in a clear and conspicuous manner to give the reader,  
14 observer or listener adequate notice of the identity of the person or committee that paid for  
15 the communication as specified below.

16 (c) Television: The information shall be both written and spoken at the end of the  
17 communication, except that if the disclosure statement is written for at least five seconds  
18 of a thirty second advertisement broadcast or ten seconds of a sixty second advertisement  
19 broadcast, a spoken disclosure statement is not required. The written disclosure  
20 statement shall be printed in letters equal to or larger than four percent of the vertical  
21 picture height that air for not less than four seconds.

22 (d) Radio: The information shall be spoken at the end of the communication and  
23 shall last at least three seconds.

1        (e) Print Media: The height of all disclosure statements shall constitute at least  
2        five percent (5%) of the height of the printed space of the advertisement, provided that  
3        the type shall in no event be less than 10 points in size and printed in a contrasting color  
4        to the background on which it appears.

5        (f) If a single print media advertisement consists of multiple pages, folds, or faces,  
6        the disclosure requirement of this section applies only to one page, fold, or face.

7        (g) Each communication that would require a disclosure if distributed separately,  
8        that is included in a package of materials, must contain the required disclosure.

9        NOTE: Authority cited: Section 83112, Government Code.  
10       Reference: Sections 84503, 84504, 84506, 84507 and 84511, Government Code.